



## **CLUSTER 1—NORTH**

### **EXISTING PLANS**

#### **LONG BEACH STRATEGIC PLAN 2010**

- Encourage mixed-use developments that will enhance the use of public transit, bikes, and pedestrian traffic, and reduce emissions from single passenger vehicles.
- Develop linkages between transit, bicycles, and other transportation modes, such as the “Bikestation.”
- Increase in transportation access to programs and services for youth.
- Build a strong network of healthy neighborhoods by identifying their weaknesses and assets and forming strategies to meet community needs.
  - Establish a citywide network of neighborhood centers in community facilities (schools, libraries) and other locations to link people with public and private resources.
  - Increase shared use of public facilities, such as schools, after hours.
  - Enact neighborhood identity initiatives that use master planning, cultural programs, and signage.
  - Implement North Long Beach Strategic Plan for Redevelopment (2002) and accompanying design guidelines.
- Support neighborhood beautification efforts through new public policy, infrastructure, and land use planning strategies.
  - Increase the amount of green space, median islands, and improve neighborhood infrastructure such as streets and sidewalks, signage, and parking.
  - Promote historic preservation and preservation of distinct character of neighborhoods.
- Improve the quality and availability of housing in the City, and find locations for high density housing to be supported by transportation and other services.
  - Update the Housing Element of the general Plan to reflect problems of overcrowding, lack of home ownership, and lack of affordability.
  - Increase public investment in low-interest improvement loans for blighted neighborhoods.



- Encourage business development in North Long Beach through adoption of business friendly policies.
  - Provide incentives for new industries to locate in Long Beach: international trade, healthcare, technology, and higher-paying growth sectors.
  - Use re-zoning and in-fill development to preserve and expand the industrial sector.
  - Balance business growth and neighborhood needs and ensure pollution and noise do not impede on daily life; revitalize shopping districts in neighborhoods.
  - Encourage small business growth.
    - ◆ Provide a support system of services in targeted industries.
    - ◆ Study aging strip centers and commercial corridors for revitalization.
  - Enhance open space.
    - ◆ Convert city-owned parcels to green spaces and turn former oil drilling sites into parks.
    - ◆ Increase open space in underserved neighborhoods
    - ◆ Reduce paved areas at new school sites and increase green space at all schools.
    - ◆ Increase pedestrian-oriented mixed-use developments that preserve open space.
    - ◆ Increase open space by creating green linkages along the Los Angeles River and other shorelines that are consistent with LA River Master Plan
    - ◆ Improve management of water resources and existing coastal wetlands.
    - ◆ Develop comprehensive water resources master plan that balances environmental and economic interests.

## EXISTING GENERAL PLAN—LAND USE ELEMENT

- Continue to identify strengths and weaknesses of each neighborhood, and identify deficiencies in neighborhood services such as recreation, shopping, and schools.
- Introduce small-scale, integrated activity nodes in order to promote neighborhood identity and cohesive urban design.
- Continue to promote a policy of managed growth and implement programmatic improvements through Community Development programs.
- Encourage development of mixed-use development along major arterials.



- Require implementation of design controls to integrate mixture of housing styles and preserve low-density character of the area.
- Explore shared use recreational programs for schools in the area.
- Continue to upgrade and revitalize business core in North Long Beach.

## EXISTING GENERAL PLAN—TRANSPORTATION ELEMENT

- Continue to promote policies that focus on managing growth and the preservation of quality of life.
  - Permit sufficient employment and residential densities along transit routes to encourage transit ridership.
  - Increase the amount and quality of moderate and higher density housing along selected corridors
  - Improve the overall appearance of major corridors
  - Continue to implement the following Citywide goals:
    - ◆ Roadway improvements
    - ◆ Congestion management plan
    - ◆ A comprehensive transportation system management program
    - ◆ Transportation demand management
    - ◆ Transit
    - ◆ Bike route system
    - ◆ Pedestrian walkways
- Continue to improve neighborhoods:
  - Implement tailored neighborhood traffic management programs in order to limit through traffic on local streets.
  - Implement traffic noise impact mitigation program.





## BICYCLE MASTER PLAN

- Make bicycling safer, more convenient, and more enjoyable for all types of bicyclists, transportation- and recreation-related, with a goal to increase bicycle use by 5% by the year 2020.
- Encourage more people to bicycle for transportation to provide an attractive and healthy transportation option, which will reduce traffic congestion, air pollution, and noise pollution.
- Develop bicycle friendly roads and bikeways.
  - Consider every street in Long Beach as a street that bicyclists will use.
  - Integrate the City's bicycle friendly roads and bikeways with surrounding bicycle friendly roads and bikeways to maximize connectivity.
  - Develop bicycle friendly roads and bikeways that serve the full spectrum of bicyclists.
  - Consider bicycle friendly design using new technologies and innovative treatments on roads and bikeways.
- Develop comprehensive support facilities for bicycling; strive to ensure that bicycle support facilities are provided throughout Long Beach.
- Develop and enhance opportunities for bicyclists to connect with other forms of transportation; encourage and support using bicycles in conjunction with other forms of transportation.

## EXISTING GENERAL PLAN—HOUSING ELEMENT

- Encourage New Construction by directing new housing growth to employment centers and along certain corridors.
- Retain and improve the quality of existing housing and improve quality of life in neighborhoods.
  - Preserve and protect the character of established communities, with an emphasis on single-family neighborhoods and those beginning to decline.
  - Continue to preserve and maintain the City's historical and architecturally significant buildings and neighborhoods by establishing and maintaining historical landmarks and districts.



- Provide increased opportunities for the construction of high quality new housing.
  - Encourage new residential development along transit corridors, in the downtown, and close to employment, transportation, and activity centers.
  - Encourage infill and mixed-use developments in designated districts.
- Address the unique housing needs and circumstances of special needs populations.
  - Integrate and disperse special needs housing within the community and in close proximity to transit and public services.
  - Encourage California State University of Long Beach and other institutions of higher education to build student housing to meet the needs of their students.

#### EXISTING GENERAL PLAN—OPEN SPACE AND RECREATION ELEMENT

- Develop well-managed, viable ecosystems that support the preservation and enhancement of natural and wildlife habitats.
- Preserve, keep clean, and upgrade beaches, bluffs, water bodies, and natural habitats, including the ecological preserves at El Dorado Nature Center and the DeForest Nature Area.
- Improve appropriate access to natural environments.
- Design and manage natural habitats to achieve environmental sustainability.
- Remediate contaminated sites.
  - Promote the creation of new and reestablished natural habitats and ecological preserves including wetlands, woodlands, native plant communities, and artificial reefs.
  - Protect and improve the community's natural resources, amenities, and scenic values including nature centers, beaches, bluffs, wetlands, and water bodies.
  - Incorporate environmentally sustainable practices in City programs and projects. Promote and assist with the remediation of contaminated sites.
- Maintain a sufficient quantity and quality of open space in Long Beach to produce and manage natural resources.
  - Reserve, at a minimum, the existing amount of open space for community gardens and strive to create more.
  - Protect and wisely-manage groundwater recharge areas and groundwater aquifers.



- Manage oil, water, and natural gas extraction sites and operations to extend the life of these resources.
- Preserve, enhance, and manage open areas to sustain and support marine life habitats.
- Provide for and maintain sufficient open space for adequate protection of lives and property against natural and man-made safety hazards; maintain open space buffers adequate to keep property and lives safe from natural and man-made disasters within the City including: unstable soil areas, known active fault zones, low-lying flood prone lands, airport flight paths, and areas of physical and noise contamination.
- Foster park stewardship by every individual in the community through recreation program services.
- Achieve a ratio of 8.0 acres of publicly owned recreation open space per 1,000 residents.
- Add recreation open space and recreation facilities in the areas of the City that are most underserved.
- Provide the recreational resources the public wants.
- Make all recreation resources environmentally friendly and socially and economically sustainable.
- Increase recreation resources and supplement publicly owned recreation resources with privately owned recreation resources.
- Fully maintain public recreation resources.
- Fully utilize all recreational resources including those at public schools.
- Connect recreation open spaces with greenway linkages.
- Provide access to recreation resources for all individuals in the community.
  - Create additional recreation open space and pursue all appropriate available funding to enhance recreation opportunities.
  - Protect public parkland from intrusive, non-recreational uses.
  - Keep parklands open and green by limiting the amount of parking lot and building coverage areas within parks.
  - Replace any displaced publicly owned recreation open space on an acre per acre basis, in kind, within areas of the City most underserved by recreation open space.





With the help of the community, plan and maintain park facilities at a level acceptable to the constituencies they serve.

- In creating additional recreational opportunities, priority shall be given to areas of the City that are most underserved.
- Encourage the provision of non City-owned recreation resources to supplement what the City is able to provide.
- Require all new developments to provide usable open space tailored to the recreational demands they would otherwise place on public resources.
- Identify and increase the use of all underutilized potential public recreation resources to best serve the community; and work with the Long Beach Unified School District to enhance community recreational opportunities at Long Beach schools.
- Develop an open space linkage/trails plan.

#### **CITY OF LONG BEACH DEPARTMENT OF PARKS, RECREATION, AND MARINE STRATEGIC PLAN—APRIL 2003**

- Create a positive identity for neighborhoods through improvements of parks and natural places.
- Ensure that parks, programs, facilities, and services are equitably distributed and easily accessible throughout all the City's neighborhoods.
- Ensure open space, parks, and recreational facilities meet community needs.
  - Currently, there are 5.8 acres of parkland for every 1,000 residents, which is below the average of 13 acres per 1,000 residents for comparable cities and below the average of 7 acres for every 1,000 for other high-density cities.
  - Need to provide better park access to residents of North Long Beach. Access continues to be a challenge because parkland is not evenly distributed throughout City—most parkland in eastern portion of city, and majority of population are in central and northern areas.
  - There is only 1 acre of park space per each 1,000 residents in the northern portion of the City.
  - PRM has established a target of 8 acres of parkland for every 1,000 Long Beach residents, and much additional park space is needed in the Northern portion of the City.
  - Improve access to City parks and other active recreational facilities.



- Increase public access to School District recreational facilities.
- Develop a recreation service transportation program.

## NORTH LONG BEACH STRATEGIC GUIDE FOR REDEVELOPMENT

- Re-orient commercial uses from the existing linear pattern of development along arterials and instead concentrate commercial uses at key intersections and “nodes.”
- Programs should be undertaken to maintain the area’s existing single-and multi-family housing and upgrade their quality and value where deteriorated.
- Promote the development of new housing, including affordable housing with three or more bedrooms suited for families and integrate new housing into the existing fabric of adjacent residential areas.
- Incorporate design principals for pedestrian areas.
- Convert certain existing commercial corridors to residential uses.
- Convert mixed commercial and residential minor arterials into consistent residential zones.
- Retain and enhance existing industrial use areas.
- Promote property improvements and proper screening of industrial uses in order to enhance visual quality and compatibility with surrounding residential and commercial uses.
- Convert utility corridors to industrial use, where appropriate and feasible.
- Convert some commercial areas to industrial uses in order to create consistent industrial zones.
- Develop the area around the intersection of Atlantic Avenue and South Street as the principal neighborhood center/town center for North Long Beach.
  - Expand pedestrian-oriented retail uses along street frontages, streetscape, and implement parking improvements.
  - Develop public uses, arts and cultural facilities, and pocket parks as appropriate.
- Revitalize and maintain the area around Market Street and Long Beach Boulevard as a pedestrian-oriented historic core of North Long Beach; promote streetscape improvements, façade renovations, and historic preservation and provide public parking.







- Remove and replace blighted commercial corridors with housing.
  - Atlantic Avenue between Harding and Del Amo
  - Artesia Boulevard between Atlantic Avenue and Cherry
  - Long Beach Boulevard north of I-710.

#### **NORTH LONG BEACH STREET ENHANCEMENT MASTER PLAN—APRIL 15, 2002**

- Make North Long Beach more attractive and livable
- Enhance the identity of North Long Beach as a gateway to Long Beach; a community with a unique streetscape character; and a collection of neighborhoods where each major street reflects the neighborhoods it serves.
- Continue to prioritize streetscape improvements in targeted redevelopment areas identified in Strategic Guide.
- Replace roadway pavement through pavement restructuring whenever possible, as it is less expensive than total reconstruction.
- Perform all necessary concrete curb, gutter, and sidewalk improvements—245,620 linear feet of curb and gutter and 616,499 square feet of sidewalk.
- Traffic calming and pedestrian amenities should be provided in designated village centers and neighborhood commercial node, as well as along streets adjacent to new multi-family and mixed-use development. These include:
  - Corner curb extensions
  - Enhanced crosswalk paving
  - Pedestrian-activated signals at mid-block crossings
  - Wider sidewalks where necessary
  - Pedestrian-scale street lights
  - Bus shelters
  - Benches and chairs
  - Trash receptacles





- Street trees should be planted along all 10 arterials where sidewalks can accommodate them. Appropriate planters and irrigation systems should be installed where necessary and feasible.
- Landscaped medians should be implemented on Atlantic Ave. and Artesia and Del Amo Boulevards, Cherry Avenue, South Street, and a traffic study should be prepared prior to design of any median.
- Gateway enhancements should incorporate additional signage, and landscaping that incorporates common elements (such as 6 Mexican Date Palms) and should be planted along entry points to the City.
- Create permanent pocket parks, temporary landscaping of vacant lots, and other landscape improvements; create landscape guidelines for front yard setbacks and parking lots along arterial streets.
- Public art should be incorporated into streetscape improvements at pedestrian nodes.
- The recommended Three-Year Specific Plan includes the following improvements:
  - Reconstruction of 1.23 miles of streets, including curbs, gutters, and access ramps
  - Reconstruction of 15.95 miles of streets, including curbs, gutters, and access ramps
  - Paving of all dirt alleys
  - Pedestrian improvements in North Village Center on Atlantic Avenue between 56th and 59th streets and on Long Beach Boulevard 1 block north and 2 blocks south of Market Street, including corner curb extensions at all 4 intersections.
  - Gateway improvements on the arterials that enter the City include landscaped medians with gateway sign and uplighting, and street trees along landscaped parkways. Street segments proposed to receive gateway improvements include
    - ◆ Atlantic Avenue from Atlantic Place to Artesia Boulevard
    - ◆ Long Beach Boulevard from Greenleaf Boulevard to south of the 91 Freeway
    - ◆ Artesia Boulevard from the western city limit to Long Beach; Boulevard and from Downey Avenue to Obispo Avenue
    - ◆ Cherry Avenue from the northern City limit to Artesia Boulevard
    - ◆ South Street from Downey Avenue to Obispo Avenue
    - ◆ Del Amo Boulevard from the LA River to Long Beach Boulevard and from Cherry to Orange Avenues
    - ◆ Paramount Boulevard from 70th Street to Artesia Blvd.
  - Plant street trees along the entire length of Long Beach Boulevard and the entire length of South Street in North Long Beach.